

AAA Journeys – Cincinnati

AAA Home & Away magazine, a part of the Midwest Magazine Network, is published for American Automobile Association members. It features travel stories on U.S. and foreign destinations, consumer interest, consumer products, auto and recreation vehicles, safety, camping, retirement vacations, and cruising, plus articles for today's people "on the go," including travel agency details and information.

Published: Bi-monthly **Circulation:** 317,000

Reader Profile: Median age 56, Median HHI \$63,600, College degree+ 39.9%, Male 35.9%/Female 64.1%, Professional/Manager 58.6%, Retired 38.4%

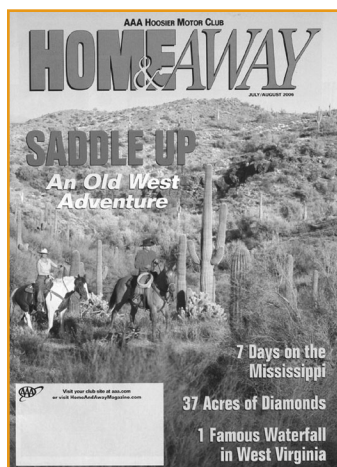
Ad Size: 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
March/April 2007	November 14, 2006	6
May/June 2007	January 9, 2007	6
July/Aug. 2007	March 13, 2007	6

Rate Card Cost 1/6 page: \$2,176

IOTD Co-op Offer 1/6 page: \$1,140

Rate Card Savings: 48 percent



AAA Home & Away – Hoosier

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Published: Bi-monthly **Circulation:** 224,577

Reader Profile: Median age 57.1, Median HHI \$56,600, College degree+ 46.4%, Male 37.4%/Female 62.6%, Median value of residence \$150,200, Married 65.1%, Professional/Manager 50.1%, Take weekend trips 78.6%, Average vacation expenditures \$2,120

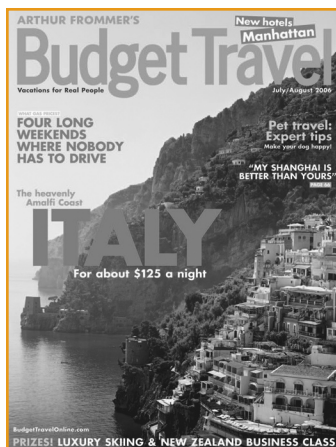
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March/April 2007	November 14, 2006	6
May/June 2007	January 9, 2007	6
July/Aug. 2007	March 13, 2007	6

Rate Card Cost 1/6 page: \$1,725.50

IOTD Co-op Offer 1/6 page: \$1,106

Rate Card Savings: 36 percent



Arthur Frommer's Budget Travel

Arthur Frommer's Budget Travel magazine is a national consumer magazine offering practical, service-oriented coverage of domestic and international vacations. The May issue will be a regional special section specifically for the Midwest. It will promote the Midwest as a travel destination—from sophisticated cities to friendly small towns and the Great Lakes. The Midwest Special Section will be a guide for readers as they decide where to go, where to stay, what to see, and where to dine.

Published: Monthly **Circulation:** 137,592

Reader Profile: Median age 47.7, Median HHI \$69,578, College degree 37%, 69% take weekend trips, Average vacation expenditures \$3,104, Median value of residence \$174,487

Ad Size: 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May 2007	January 9, 2007	6
Rate Card Cost 1/6 page: \$1,711.90		
IOTD Co-op Offer 1/6 page: \$1,302		
Rate Card Savings: 24 percent		



Midwest Living

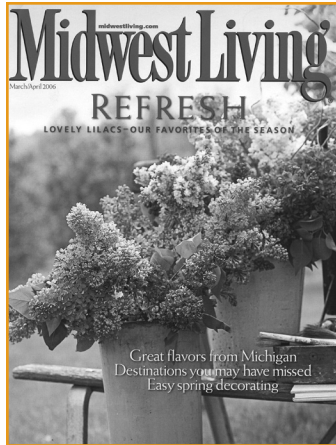
Midwest Living is a regional service magazine that celebrates the interests, values, and lifestyles of Midwestern families. It provides region-specific information on travel and events, food and dining, and home and garden. The top four states with the most subscribers to *Midwest Living* happen to be each of the states surrounding Indiana.

Published: Bi-monthly **Circulation:** 925,000

Reader Profile: Median age 49, Median HHI \$62,752, Male 23%/Female 77%, Children in HH 49.9%, Attended/graduated college 68%, Home ownership 91%

Ad Size: 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May/June 2007	January 9, 2007	6
Sept./Oct. 2007	May 15, 2007	6
Rate Card Cost 1/6 page: \$14,788.02		
IOTD Co-op Offer 1/6 page: \$5,144		
Rate Card Savings: 65 percent		



Midwest Living Special Insert

IOTD is producing an eight-page special insert for the March/April issue of Midwest Living. It will feature a perforated piece for readers to tear out of the magazine and use as a guide for travel ideas. The special insert will contain information on Indiana Tourism products and will focus on three main themes: Family Fun, Girlfriend Getaway, and Outdoor Recreation.

Advertising opportunities within this special insert will be accompanied by an advertorial mention. Advertising space within each theme is limited to one page. The outside back cover of the insert is also available; however, no advertorial space is permitted with this placement. Space available on a first come, first served basis.

The advertorial and advertising material deadline for this insertion is **November 7, 2006**.

	ADVERTORIAL INCLUSION	IOTD CO-OP OFFER
1/6 page ad (2.187" x 4.125")	Yes	\$5,000.00
1/4 page ad (3.25" x 4.875")	Yes	\$7,500.00
1/2 page ad (6.8125" x 4.875")	Yes	\$15,000.00
Interior Full Page (6.8125" x 10")	Yes	\$30,000.00
Outside Back Cover (7" x 10")	No	\$24,000.00



Indianapolis Star Travel Brochure Section

The Indianapolis Star publishes a travel brochure section every year, once in the spring and once in the fall. These sections are a stand-alone tabloid.

Published: Two times per year **Circulation:** 347,217

Reader Profile: Adults 35+ 75.2%, HHI \$50,000 58.2%,
Some college 28.4%, Employed full-time 54.3%,
Male 46.4%/Female 53.6%, Market value of owned
home \$100K-\$200K 40.9%

Ad Size: One Brochure Unit (2 x 3)

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
April	January 9, 2007	20
August	May 15, 2007	10

Rate Card Cost One Brochure: \$971.25

IOTD Co-op Offer One Brochure: \$768

Rate Card Savings: 21 percent



Newspaper Cooperative Advertising

In addition to the advertising opportunities displayed, the Indiana Office of Tourism Development subsidizes newspaper advertising programs in additional markets, spanning up to 26 weeks.

Information regarding these additional offers will be available through Regional Account Executives in late fall.

Magazine/Newspaper Artwork Requirements

MATERIAL CHECKLIST:

- Laser proof or color copy proof.
- Reader service form.
- Label on disk with name and phone.
- Submit full color files for magazine or grayscale files for newspaper.

DISK REQUIREMENTS

- Mac platform disks and files only. CD or e-mailed files are accepted.
- PageMaker files cannot be accepted.
- Acceptable formats: Adobe Illustrator (6.0 or higher) and Acrobat PDFs (5.0 or higher) PREFERRED. Adobe InDesign (2.0 or higher) is not a recommended format, but will be accepted.
- All fonts (printer and screen) and graphics must be included with the file. Even for PDFs with embedded images and fonts, please include all printer and screen fonts on the disk.
- Must include a laser or color copy proof with electronic file.
- Adobe Photoshop (4.0 or higher) is not a recommended format, but it is accepted. Resolution on all Photoshop files must be 400 dpi minimum for cmyk or grayscale images, and 800 dpi minimum for bitmap images.
- Format of all Photoshop and Illustrator files must be either TIF or EPS.
- JPG files are not accepted.

Brochure Artwork Requirements

MATERIAL CHECKLIST:

- Brochure art.
- Ad copy.
- Reader Service Form.

DISK REQUIREMENTS

Printed brochure or Mac-formatted CD of brochure art with color proof will be accepted.

- Adobe Illustrator (6.0 or higher) and Acrobat PDFs (5.0 or higher) – PREFERRED. Mac platform only, include all fonts (and art if applicable).
- Adobe InDesign (2.0 or higher) – NOT RECOMMENDED. Mac platform only, include all fonts and art.
- Adobe Photoshop EPS or TIF (4.0 or higher) – NOT RECOMMENDED. (800 dpi minimum resolution for bitmap images – logo only; or 400 dpi minimum resolution for cmyk or grayscale images.)